



W. J. Roth
Region Sales Manager
Buffalo #1600

August 3, 1998

TO: RAY NOONAN CHERYL ALESSANDRA
STEPHEN MACLEOD CHARLIE NORRIS
RICK SMITH DIANE ECKARDT
ROBERT RIDGE RICK MCGOWAN
RENEE DUSZYNSKI BOB BURROWS
DAVE KEENEY RICH TANCHYK
BRUCE COOK JIM MCLEAN
ANTHONY ZECCA SHARON SCHWALM
KURT JURGENSEN HERB BATTLE

RE: DORAL SEPTEMBER PRIMARY EMPHASIS PERIOD

Ladies & Gentlemen:

As each of you already know, DORAL will be the primary emphasis brand for the month of September. The Doral Brand Group has identified the following activities for the retail focus during the month:

- ♦ *Doral Price Check Jackpot Sweepstakes*
- ♦ *Doral Box distribution and inventory levels*
- ♦ *POS/PDI clean-up*
- ♦ *Supplemental placement of sleeve product to support the Price Check Jackpot Sweepstakes*

Reminder: it will be necessary to return old style graphics in October, therefore, we must ensure we maintain product availability by anticipating these returns and ordering extra product as required in addition to product rotation to minimize returns.

It is extremely important that each operating unit develops a plan for both the selling and execution sides to deliver against these identified activities.

To assist you in the development of plans to achieve our Doral Box styles distribution/product availability objectives, please reference your most recent monthly Product Availability Reports.

With the growth of the box styles in the savings segment, it is extremely important to Doral that we continue to expand box distribution and improve their inventory levels.

Please call if you have any questions.

Sincerely,

Bill Roth

cc: S. Callaghan
L. MacWilliams

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To: Duszynski, R, Noonan, R, Tanchyk, R, Zecca, Anthony, Alessandra, C, Battle, Herbert, Ridge, Robert, Burrows, Robert, Keeney, David, Smith, Richard A., Jurgensen, Kurt T., Norris, Chuck H., Schwalm, Sharon G., Macleod, Stephen, Mclean, James J., Eckardt, Diane C., McGowan, Richard J., Cook, Bruce A.
From: 1610 - Buffalo ROU (BRZEZIE)
Dated: 7/31/98 14:11
Opened: 8/3/98 11:56
Subject: DORAL SEPT. PERIOD

CC: MacWilliams, Lori, Callaghan, Stephen W.

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